

Remarks:

The amendments above and these remarks are responsive to the non-final Office action dated April 19, 2007. Claims 1-7, 9, 10, and 15-20 are pending in the application. In the Office action, the Examiner rejected each of the pending claims under 35 U.S.C. § 103(a) as being unpatentable over a combination of references. Applicant traverses the rejections, contending that each of the pending claims is patentable over the cited references.

Nevertheless, to expedite the issuance of a patent, and to more particularly point out and distinctly claim aspects of the invention that applicant would like to patent now, applicant has amended independent claims 1 and 15. However, applicant reserves the right to pursue the amended claims, in original or previously presented form, at a later time. Furthermore, applicant has presented remarks showing that claims 1-7, 9, 10, and 15-20 are patentable over the cited references. Accordingly, in view of the foregoing amendments and the following remarks, applicant respectfully requests reconsideration of the application and allowance of all of the pending claims.

I. Claim Rejections - 35 U.S.C. § 103

The Examiner rejected each of the pending claims under 35 U.S.C. § 103(a) over a combination of references. Claims 1-4, 7, and 15-20 were rejected as being unpatentable over Linden (U.S. Patent No. 6,912,505) in view of Herz (U.S. Patent No. 6,571,279). In addition, claims 5, 6, 9, and 10 were rejected as being unpatentable over Linden in view of Herz and further in view of DeLapa (U.S. Patent No. 6,076,068). Applicant traverses the rejections, contending that independent claims 1 and 15, and all

Page 6 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313

of their dependent claims, are patentable over the cited references. Nevertheless, for the reasons set forth above, applicant has amended independent claims 1 and 15. Each of these independent claims and all of their dependent claims are patentable at least for the reasons set forth below.

A. Claims 1-7, 9, and 10

Claim 1, as amended, is directed to a method of providing coupons and reads as follows in clean form:

1. (Currently Amended) A method of providing coupons, the method comprising the steps of:
 - identifying items in a current transaction;
 - assigning an expected value to each coupon of a coupon set based on a comparison of the identified items with a predictor set that links expected value to each coupon of the coupon set;
 - selecting a coupon from the coupon set based on the expected value of the coupon;
 - selecting a characteristic of the selected coupon from a set of two or more potential characteristics for the selected coupon and based on the expected value of the selected coupon, the two or more potential characteristics being related to the selected coupon considered as a unit and corresponding to two or more potential sizes, print qualities, positions, orientations, or color schemes of the selected coupon; and
 - printing the selected coupon with the selected characteristic.

In the Office action, the Examiner rejected claim 1 as being obvious over a combination of Linden and Herz. Applicant traverses the rejection because the cited references, taken alone or in combination, do not teach or suggest every element of amended claim 1. For example, the cited references do not teach or suggest "selecting a characteristic

Page 7 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313

of the selected coupon" based on the expected value and "from a set of two or more potential characteristics" that are "related to the selected coupon considered as a unit."

Linden relates predominantly to the use of product viewing histories, such as a history of web browsing, to identify related products. However, Linden also discloses recommendations offered to customers within physical stores (col. 30, line 56, to col. 31, line 12). For example, Linden discloses providing a discount coupon to a user at check-out time based on the items purchased by the user. Nevertheless, Linden does not teach or suggest selecting a coupon based on the expected value of the coupon or selecting a characteristic of the selected coupon based on the expected value of the selected coupon, as recited by claim 1.

Herz relates to a location enhanced information delivery system. For example, Herz discloses an in-store version of the system that relies on "shopper loyalty" cards. The cards are used to identify each shopper at the check-out counter, to allow generation of a detailed shopper profile over the course of several store visits. More particularly, Herz states that "in time, the vendor develops a highly detailed database that connects shoppers to purchase items, prices and coupons" (col. 23, lines 8 and 9). The system of Herz also involves presenting the shopper with coupons and promotions at an in-store electronic kiosk (but not the check-out counter), based on the shopper's profile.

Page 8 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313

In the Office action, the Examiner asserted that Herz discloses changes in coupon appearance as the expected value of the coupon changes:

As the expected value changes, the coupon appearance changes (Herz, Column 24, Lines 34-36). When the appearance of the coupon changes, the pixels that are printed on the paper are rearranged and thus, the characteristic positioning and orientation of the pixels are changed. When an image is printed on paper, the printer inherently receives information from the processor and determines how the print heads will place the received information on the paper. A printer will selectively place different pixels in different areas for a 10% off coupon as opposed to a 20% off coupon. This reads on process of selecting a position or orientation, and this selection is biased by (or at one point based on) the expected value. (see Office action, April 19, 2007, page 3, lines 10-19; emphasis in the original)

However, applicant has amended claim 1 to recite selecting a characteristic based on the expected value of the selected coupon and "from a set of two or more potential characteristics" that are "related to the selected coupon considered as a unit." In other words, the characteristic selected is related to the coupon taken as a whole. In contrast, the basis for the rejections presented by Examiner involves selecting pixel placement within the coupon.

DeLapa was combined with Linden and Herz for rejection of claims 5, 6, 9, and 10. However, DeLapa does not cure the defects of Linden and Herz.

In summary, neither Linden, Herz, nor DeLapa, taken alone or in combination, teaches or suggests every element of amended independent claim 1. Accordingly, claim 1 should be allowed. In addition, claims 2-7, 9, and 10, which depend from claim 1, also should be allowed for at least the same reasons as claim 1.

Page 9 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313

B. Claims 15-20

Claim 15, as amended, is directed to a system for printing coupons and reads as follows in clean form:

15. (Currently Amended) A system for printing coupons, comprising:
an input device configured to identify items in a current transaction;

a processor that includes a correlation data structure in which each coupon of a coupon set is linked to a predictor set and an expected value, where the processor is operatively connected to the input device and configured to create a transaction file from the identified items, to assign the expected value to each coupon of the coupon set based on a comparison of the transaction file with the predictor set of each coupon, to select a coupon of the coupon set based on the expected value of the coupon, and to select a characteristic of the selected coupon from a set of two or more potential characteristics for the selected coupon and based on the expected value of the selected coupon, the two or more potential characteristics being related to the selected coupon considered as a unit and corresponding to two or more potential sizes, print qualities, positions, orientations, or color schemes of the selected coupon; and

a printer operatively connected to the processor and configured to print the selected coupon with the selected characteristic.

In the Office action, the Examiner rejected claim 15 as being obvious over a combination of Linden and Herz. Applicant traverses the rejection because neither of the cited references, taken alone or in combination, teaches or suggests every element of independent claim 15. For example, based on the reasoning presented above in relation to claim 1, neither reference teaches or suggests a processor configured "to select a characteristic of the selected coupon from a set of two or more potential characteristics" that are "related to the selected coupon considered as a unit."

Page 10 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313

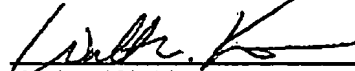
Accordingly, claim 15 should be allowed. In addition, claims 16-20, which depend from claim 15, also should be allowed for at least the same reasons as claim 15.

II. Conclusion

Applicant believes that this application is now in condition for allowance, in view of the above amendments and remarks. Accordingly, applicant respectfully requests that the Examiner issue a Notice of Allowability covering the pending claims. If the Examiner has any questions, or if a telephone interview would in any way advance prosecution of the application, please contact the undersigned attorney of record.

Respectfully submitted,

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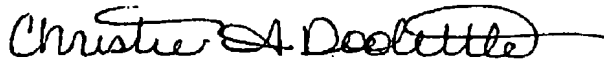
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CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to Examiner M. Bekerman, Group Art Unit 3622, Commissioner for Patents, at facsimile number (571) 273-8300 on July 18, 2007.



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Page 11 - RESPONSE TO NON-FINAL OFFICE ACTION
Serial No. 09/905,323
HP Docket No. 10006139-1
KH Docket No. HPCB 313